

# Heineken South Africa celebrates National Beer Day

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Heineken South Africa is proud to be celebrating the brewing of quality beer in South Africa this National Beer Day, on 5 February 2022.

We are a key player in the beer and cider industry in the country, with an impressive portfolio of brands, including Heineken®, Windhoek, Amstel and Strongbow.

# CELEBRATING OUR FAVOURITE BREWS THIS NATIONAL BEER DAY

Today is South Africa's National Beer Day, so let us raise a toast to the diversity of brands and beers in our portfolio. We acknowledge and celebrate the role played by beer in our South African culture and enjoyment of social occasions. We are proud of our beer heritage and the legacy of beer in South Africa and globally!

## 10 BEER FACTS



1 Beer is the third-most popular drink on earth, after water and tea.



2 Beer is by far the most popular alcoholic drink in the world. In 2020, the global beer production amounted to about 1.82 billion hectoliters.



3 Beer is as old as human history. Beer brewing and drinking predate written language.



4 The Czech Republic consumes the most beer per capita of any country in the world, and China consumes the most overall.



5 Heineken® is available in more than 70 countries.



6 Viking warriors who made it to Valhalla after they died were gifted with beer.



7 Beer in the Middle Ages was a necessary part of people's diets.



8 Women did the majority of beer brewing in ancient Egypt.



9 Across Africa traditional beer making and enjoyment is important cultural activity and people gather around communal beer pots or nowadays share a beer or two.



10 At an average of about 60 litres of beer per person per year South Africans consume 182 bottles of green or brown a year and are truly beholden to the gods of hops & barley.



° Women of 1956 should inspire us to complete the work they started 8 Aug 2023

° Heineken collaborates to provide support services and promote responsible alcohol use 5 May 2023

° International Women's Month: Authentic leadership 8 Mar 2023

° Introducing South Africa's Taverns of the Future 3 Mar 2023

° Heineken brings the ultimate Greener Bar experience to the Cape Town E-Prix 24 Feb 2023



Heineken South Africa is an important player in the South African beer and cider market. We have an exciting portfolio of brands, spearheaded by our global flagship brand Heineken®.

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